Which FLOOR goes Where

There's a

Gold Seal®

FLOOR or WALL

for

- *every purpose*
- *every budget*
- *every taste*

This little booklet will help you make the right choice of your new floor covering . . .

whether you do it yourself or whether you have it professionally installed!

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WHEN YOU DO IT . . .

▶ you have the fun of seeing your floors and walls come to new life under your own hands, and you can save up to 1/3 the cost!

Many of the GOLD SEAL products in this book can be self-installed without difficulty.

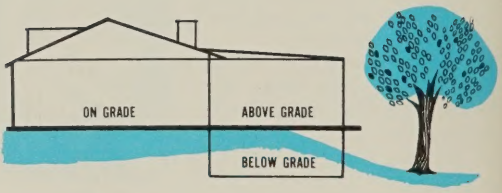
▶ *The GOLD SEAL "DO-IT-YOURSELF" KIT includes instructions and all the tools you need to install GOLD SEAL tiles and CONGOWALL.*

WHEN YOU HAVE IT DONE . . .

▶ you have the assurance of a professional job, and you have an unlimited choice of GOLD SEAL floor coverings—including the ones that are difficult to install by anyone but an expert. Factory trained installation experts are particularly adept at handling special problems and unusual insets.

Whether you do it or have it done . . . you're right with Gold Seal

WHICH ARE YOUR FLOORS?



It's a question of "grade"...

The location of the floor level in relation to the ground level—or grade—must always be considered in choosing the right resilient floor. Here's a handy reference guide to show you what is meant by below, on, and above grade.

BELOW GRADE

The typical example is a basement floor—generally concrete.

ON GRADE

The typical on-grade floor is a concrete slab laid at ground level.

ABOVE GRADE

Typical above-grade floors are wood or concrete suspended above full or partial basements.

CONCRETE FLOORS

Below Grade

Such floors are in contact with the earth beneath. No matter how dry the basement seems to be, moisture is always present in the ground. In such cases, special resilient floors designed to withstand below-grade conditions should be used, and they should be carefully installed.

To cover

The floor surface must be clean, level, and dry. Remove any paint or oil, fill any cracks or holes, smooth any irregularities. Be sure the concrete has no trace of surface moisture.

CHOOSE *Gold Seal*

GOLD SEAL

ASPHALT TILE

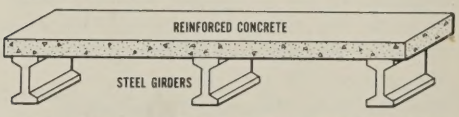
VINYLBEST TILE

CONCRETE FLOORS

On Grade with or without Radiant Heat

Concrete slab floors are common in modern ranch homes. These floors are at ground level and some have radiant heating tubes imbedded in the slab; others do not. (WHEN YOU HAVE RADIANT HEATED FLOORS WE RECOMMEND PROFESSIONAL INSTALLATION.)

Above Grade



Suspended concrete floors may be either standard construction, finished with a smooth cement topping, or solid slab construction, which should be smooth-troweled—not float finish.

To cover

In any concrete installation, the surface must be smooth, dry, and clean—with no trace of paint or oil. Once the tile is laid, stand chairs and heavy furniture on broad-base cups to avoid indentation.

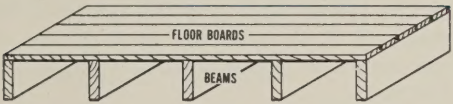
GOLD SEAL CONGOLEUM-NAIRN INC.

CHOOSE *Gold Seal*

NAIRON STANDARD TILE • NAIRON CUSTOM TILE
RANCHTILE LINOLEUM • RUBBER TILE • CORK TILE • VINYLBEST TILE • ASPHALT TILE
INLAID LINOLEUM • LINOLEUM TILE • NAIRON STANDARD BY-THE-YARD • CONGOLEUM RUGS BY-THE-YARD (suspended concrete only)

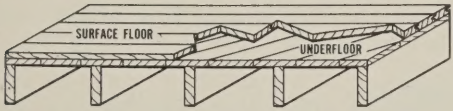
WOOD FLOORS

Single Wood



Such floors, in attics or old houses, are composed of only one thickness of boards.

Double Wood



Most wood floors have a surface floor of narrow tongue-and-groove boards.

To cover

Single Wood floors require a further covering of plywood fastened to the floorboards with drive screws or rosin-coated nails.

Double Wood floors should be solid and clean. Replace any broken boards; fill cracks, holes, and indentations with wood filler. Sand the floor and coat with shellac or GOLD SEAL Floor and Wall Primer.

GOLD SEAL

CHOOSE *Gold Seal*

INLAID LINOLEUM • LINOLEUM TILE • 1/8" INLAID LINOLEUM • NAIRON STANDARD TILE & BY-THE-YARD • NAIRON CUSTOM TILE • VINYLBEST TILE CORK TILE • RUBBER TILE • ASPHALT TILE • CONGOLEUM RUGS & BY-THE-YARD

YOUR WALLS

Plaster Walls

▶ The plaster must grip the lath foundation firmly. If it is noticeably loose in any area, that section of plaster should be removed and renewed.

Plasterboard

▶ The plasterboard must be securely nailed to the studs; the nailheads and joints must be taped and filled in accordance with the manufacturer's specifications.

Plywood and Other Wallboards

▶ The surface should be firm and even—high spots sanded flush, cracks or holes filled with an approved wood filler.

To cover

▶ Remove any old wallpaper or other wall covering, and scrape the surface clean. Make any necessary patches. You can work over paint, but glossy enamel paints should be roughed with sandpaper or washed with a strong soda solution. Be sure the walls, including patches, are dry.

CHOOSE Gold Seal

CONGOWALL • NAIRON STANDARD TILE • CORK TILE • STANDARD WALL COVERING

HOW TO KEEP YOUR

Gold Seal FLOORS

SPARKLING BRIGHT

FOR YEARS!

Use these two special helpers!

TO CLEAN . . .

▶ Use NAIRN LINOLEUM CLEANER added to warm water. Use as little water as possible . . . rinse with clear water and allow to dry. This special soapless detergent developed by Congoleum-Nairn contains no harsh alkalies or acids and helps preserve the beauty of your GOLD SEAL FLOOR.

TO WAX . . .

▶ Use NAIRN SELF-POLISHING WAX for a lasting shine. Apply two very light coats (rather than one heavy coat) of wax, allowing at least a half hour for drying between coats. Buff for a higher luster. NAIRN SELF-POLISHING WAX is a water emulsion type wax and contains no harmful solvents. It has been developed to add life and luster to your floors.

Gold Seal

INLAID LINOLEUM

For long time wear—no time care!

▶ Available in a wide variety of attractive decorator patterns and colors, GOLD SEAL Inlaid Linoleum with the patented Superflex backing offers three very important features:

1. *The linoleum pattern is inlaid all the way through—for years of wear . . .*

2. *The dense, satin smooth surface takes less time and effort to clean . . . resists dirt, grease and stains.*

3. *The Superflex lining felt—to absorb floorboard movement and to grip the adhesive quickly and firmly. NO ADDITIONAL LINING IS REQUIRED.*

CHOOSE

▶ *6' wide rolls for professional installation —including borders or feature strips and custom designed insets as desired.*

6 FEET WIDE INLAID LINOLEUM

Gold Seal

LINOLEUM TILE

Genuine inlaid linoleum in handy tile form!

▶ Offers the outstanding wear and easy maintenance of inlaid linoleum plus the rich appearance of a custom designed floor. Highly flexible and easy to handle, it can be cut with a knife or scissors and requires no heating. Quiet and comfortable underfoot, has excellent resistance to indentation.

Colors and designs go clear through to the backing and the smooth surface of this tile product makes maintenance easy.

Three distinctive types of decoration . . . to blend with any decorative theme.

CHOOSE ▶ *9″x9″ tiles for professional or your own installation.*

Gold Seal

1/8" INLAID LINOLEUM

This fine floor covering has an outstanding record of proven service . . . for undiminished beauty through years of wear. Patterns and colors stay smooth, bright, and colorful!

Its dense, satin smooth surface resists dirt, grease and stains . . . takes less time and effort to clean. The great resiliency of 1/8" inlaid linoleum muffles floor noise, makes walking and standing less tiring.

Fresh, vibrant colors in marbleized, striated, plain and textured-look designs, to go with any decor.

CHOOSE

6' rolls, for professional installation, 9" and 12" borders, 1" and 1½" feature strips.

Gold Seal

RANCHTILE

The exclusive tile, specially designed for on-grade concrete floors!

▶ Ranchtile is a genuine inlaid linoleum with a special felt backing designed to meet two important flooring needs, presented by the housing and heating developments of recent years.

1. *The problem of on-grade installation over the concrete slab floors found in ranch-style homes . . .*
2. *The problem of on-grade radiant heating.*

Ranchtile offers the same glowing colors and soil resistance found in inlaid linoleum . . . it is resilient and comfortable underfoot . . . easy to maintain.

CHOOSE

▶ *9"x9" tiles for professional installation only.*

Gold Seal

NAIRON STANDARD by-the-yard*

Unsurpassed for beauty and durability!

▶ This sparkling plastic flooring in brilliantly clear colors, has a smooth, non-porous surface that resists dirt and grime—even such harmful agents as acids, greases, bleaches, and lye!

It is flexible and will wear for years and years. A minimum of maintenance preserves the initial beauty, and it requires less waxing than other types of floor covering.

NAIRONTOP*

▶ This durable plastic covering makes easy-to-clean, resilient, long-wearing sink, countertops and work surfaces. Easily coved for one-piece splash back and work surface. Color correlated with GOLD SEAL Floors.

CHOOSE

▶ *NAIRON standard by-the-yard in 6′ wide rolls and border strips for professional installation.*

▶ *NAIRONTOP in 30″, 36″ and 42″ wide rolls for sink countertops and work surfaces.*

*See back cover

Gold Seal

NAIRON STANDARD TILE

The wonder of plastics for floors and walls!

▶ Made from top quality plastic materials Nairon Standard Tile wears and wears. The non-porous, high gloss surface seals out dirt and grime, makes cleaning easy and effortless. Unharmed by grease, household acids or solvents this product is perfect for areas subjected to their use.

Design your own custom floor or wall with this easy to handle . . . easy to cut . . . flexible tile. Bright, clear colors inlaid in two distinctive design groups are available in over thirty colors.

CHOOSE

▶ *NAIRON STANDARD TILE in 9"x9" tiles for professional or your own installation on floors or walls.*

Gold Seal

NAIRON CUSTOM

A Gold Seal exclusive!

▶ This strikingly beautiful full-thick plastic tile is the ultimate in fine quality floor covering. Acids, solvents, oils, grease and soaps have little effect on this tough plastic.

Highly resistant to wear and indentation, its smooth non-porous surface keeps dirt and dulling film from taking hold.

Available in three distinctive design groups in the pure, clear colors found only in plastics. Thirty-one unusual decorator colors to make your decorating easy.

CHOOSE ▶ *NAIRON CUSTOM TILE in 9″x9″, 12″x12″, 18″x18″ tiles, in ⅛″ or standard gauge, for professional or your own installation.*

Gold Seal

RUBBER TILE

A delightfully comfortable and quiet floor!

This luxurious floor is easy to live with. It's a treat to your feet . . . to your ears . . . to your eyes. Rubber has an extra resiliency all its own . . . deadens the clatter of footfalls, and the tiles won't chip, crack or shatter.

Rich, glowing colors styled to compliment every interior makes decorating easy. The lustrous beauty of rubber tile lasts for years and years.

CHOOSE

9"x9" tiles in 1/8" or standard gauge for professional or your own installation.

Gold Seal

VINYLBEST TILE

A wonderful, all-purpose flooring!

▶ This product can be used on every floor . . . from basement to attic. Outstanding resistance to moisture and alkalies makes this material as much at home in basements as in kitchens or living areas. Unharmed by grease, oils, solvents or cleaners this tough, durable product is flexible and has good resistance to indentation from furniture.

Vinylbest gives long wear with easy care. Available in a wide variety of colors . . . in a rich, distinctive decoration that complements any interior.

CHOOSE

▶ *9"x9" tiles in 1/16" or ⅛" gauge for professional or your own installation.*

Gold Seal

CORK TILE

The utmost in quiet, resilience, warmth and comfort underfoot!

▶ An ideal floor for living or bedroom areas, exceptionally resilient it muffles floor noise . . . lessens foot fatigue. The rich natural colors of cork blend perfectly with any decorative scheme, and assures a long-wearing, sound-absorbent floor or wall covering.

A special factory finish assures easy, fast cleaning . . . stays fresh and softly lustrous for years. Its natural qualities make cork warm in winter, cool in summer, and it can be installed over on-grade or above-grade floors . . . even with radiant heat.

CHOOSE ▶ *9″x9″, 6″x6″, 12″x12″, or 6″x12″ tiles, in ⅛″ or 3/16″ gauge for professional or your own installation on floors or walls.*

Gold Seal

ASPHALT TILE

Makes a basement take dampness in its stride!

▶ Especially designed for basements! This popular and economical tile is unaffected by alkaline moisture in cement. The smooth, uniform surface resists dirt and spills.

The marbleized colors go straight through the tile, stay through years of wear. Choose it for long-wearing workroom and playroom floors.

CHOOSE

▶ *9"x9" tiles in 1/8" or 3/16" gauge for professional or your own installation.*

Gold Seal

CONGOWALL®

The original, low-cost, enamel-surface wall covering!

▶ Couldn't be any easier to clean! You needn't even wax the shining baked enamel surface—just a swish of a damp cloth or sponge whisks dirt or grease away. And it's almost impossible to scratch!

A patented, felt backing, found only in "Congowall" assures trouble-free installation . . . prevents buckling and bulging.

It goes up a wall at a time! Over 6,000,000 home owners have installed flexible, easy-to-handle GOLD SEAL Congowall.

CHOOSE

▶ *54" rolls for professional or your own installation.*

Gold Seal

CONGOLEUM® by-the-yard

Wall-to-wall floor covering at budget prices!

▶ This flexible floor covering lies flat without fastening, saves installation costs. The miracle of plastics at a low, low cost. New GOLD SEAL Congoleum contains the exclusive G-10 plastic for greater brightness, gloss and smoothness.

The wear layer of heat toughened paint and baked enamel is equal in thickness to *8* coats of the finest floor paint put on by hand which assures you of outstanding value, and years of wear.

Available in a complete range of decorator colors and designs . . . from traditional florals and geometrics to the latest in modern treatment.

CHOOSE

▶ *Any length from 6′, 9′ and 12′ wide rolls.*

Gold Seal

CONGOLEUM® RUGS

The miracle of plastics at a low, low cost.
New GOLD SEAL Congoleum contains the exclusive G-10 plastic for a brighter, smoother finish.

▶ Here's the economical answer for any floor where you'd rather not install a floor covering wall to wall. Congoleum rugs are available in room and scatter sizes for a long wearing, low-cost floor that is sanitary as well as beautiful.

Tests show that GOLD SEAL Congoleum rugs wear up to 1/3 longer than other printed surface floor coverings and the super-smooth and glossy surface makes cleaning a cinch.

Highly fade resistant colors are available in textured, floral, sculptured and geometric designs.

CHOOSE

RUGS: *6'x9', 7½'x9', 9'x10½', 9'x12', 9'x15', 12'x12', 12'x15'.*

SCATTER RUGS: *18"x27", 27"x36", 27"x54".*

* GOLD SEAL Nairon Standard and NaironTop

FOR THE LOOK THAT'S YEARS AHEAD

GOLD SEAL

Gold Seal®

FLOORS AND WALLS

FOR HOME OR BUSINESS:

INLAID BY-THE-YARD:
Linoleum, Nairon* Standard, Nairontop*

RESILIENT TILES:
Rubber, Cork, Nairon Custom, Nairon Standard, Vinylbest, Linoleum, Ranchtile Linoleum, Asphalt

PRINTED FLOOR AND WALL COVERINGS:
Congoleum* and Congowall*

RUGS AND BROADLOOM:
LoomWeve*

*Trademark

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